

34-Year-Old Black Real Estate Investor Just Bought Two More Hotels and Wants to Help Others Do The Same

NATIONWIDE — Davonne Reaves could have stopped at making history. After all, becoming one of the youngest African American women hotel owners in America is no small feat. But the 34-year-old tourism industry veteran just isn't built like that. It's in her blood to "give back" and "pay it forward." And she's doing just that now with more hotel properties added to her steadily growing portfolio.

The millennial mom of a young son who grew up in a working-class family just outside of Atlanta has done it again; last month she acquired two more hotel properties with Nassau Investments; a Staybridge Suites in Fishers, Indiana, which is part of the renowned Intercontinental Hotel Group, one of the largest hotel brands in the world. At the same time, Nassau Investments and Reaves also purchased a Hampton Inn & Suites in Scottsburg, Indiana.

The new purchases mean that Reaves now co-owns an impressive three hotel properties in just under a year; with the new acquisitions totaling an astounding \$18 million. "It's an awesome feeling doing this as an African American woman, especially as a young African American woman," says Reaves, founder and chief hospitality strategist behind Atlanta-based hospitality firm, The Vonne Group. "For many years I never imagined that I could own a hotel and now I own three! It's an indescribable feeling knowing that I am living my ancestors' wildest dreams."

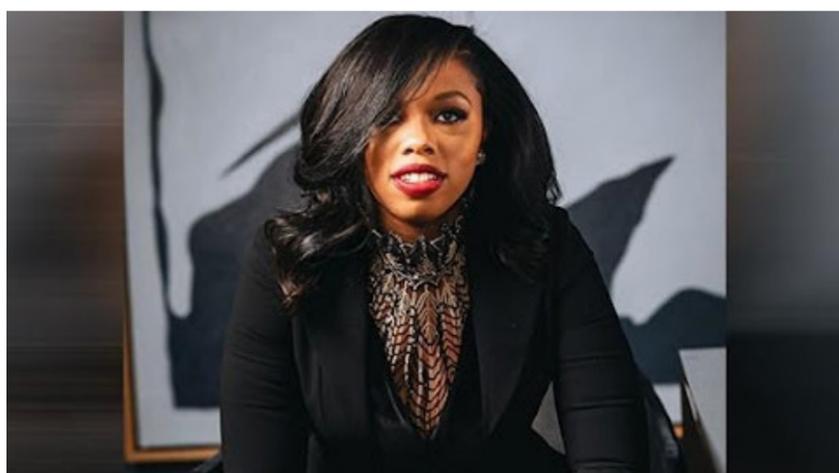
And she's far from resting on her laurels. She says her professional success has only further ignited a

deeper passion within her to help others join her in the hotel ownership and investment ranks, especially those who like her, hail from sorely underrepresented groups in the lucrative hospitality industry, such as young people, people of color and women.

The 15-year industry vet who worked her way up from hotel front desk clerk, to mid-level manager and now owner, says she's still plugging away at the big picture goal she set last year; helping create 221 new Black hotel owners and investors. So far she has helped 50 hotel investors get started and two of her protégé's are on their way to co-owning hotel properties in 2022. And Reaves says she's ready, willing, and able to help more: "I'm so attracted to this industry because the hotel ownership and investment space, help create generational wealth," says Reaves who sits on the Cecil B. Day School of Hospitality Administration Industry Advisory Board at the Robinson College of Business at her alma mater, Georgia State University. "It really is a tool to create wealth for yourself and your family; wealth lasts for generations, riches are just for today."

To further her point, Reaves is kicking off 2022 with big plans; leading her signature #FutureHotelOwner trainings in Houston, Atlanta, Tampa, New York, Los Angeles, and Chicago in

conjunction with the release of her debut book *How to Buy a Hotel: A Roadmap to Hotel Ownership*. Set to be released in March 2022. The step-by-step guide is aimed at walking aspiring hotel owners and



Davonne Reaves, 34, is among one of the youngest African American women hotel owners in America.

investors through the entire process from beginning to end. "I will literally walk you through the entire hotel acquisition process — from putting together the right acquisition team, to helping you find a broker and the lender that will help you raise the capital," says Reaves, who was honored with the Sixth Annual Lori Raleigh Award for Emerging Excellence in Hospitality Consulting award from the International Society of Hospitality Consultants, an exclusive invite-only trade industry organization. "During the training, I'll also help the participants learn how to raise capital as well."

Her plans seem fitting, following her many related accomplishments in 2021, which also included creating and launching the #StayBlackExperience campaign, encouraging American travelers to stay at Black-owned lodging

accommodations during the busy summer travel season. The initiative was launched after she also notably helped form several hotel investment groups, comprised mostly of fellow millennials.

With fellow Nassau Investments group members, Reaves and her former Georgia State University classmate purchased the Home2 Suites by Hilton El Reno, Oklahoma, located about 30 miles from Oklahoma City. The historic and groundbreaking \$8.3 million deal is believed to have made the two longtime friends the youngest African American women to ever co-own a property in a major hotel chain in the country at the time. "We enjoy bringing all of that fun 'Black Girl Magic' to the hotel ownership space," she says. "And nothing excites me more than helping show others that with the right tools and knowledge they can too!"

Founders of Black-Owned Platform Make History, Celebrate 7 Years of Teaching Minorities How to Invest

NATIONWIDE — Meet Ernest Curry and Latoya Smith, the founders of The Profit Room, an online learning platform that teaches people of color how to invest in stocks, cryptocurrency, foreign exchange, and futures. Launched in 2016, they are now celebrating seven years of financially empowering and coaching their clients.

The Profit Room does more than just talk about trading. It is an international community of traders who collaborate and support each other in their goals using easy-to-understand language and examples. Even more, there is a focus on teaching Black Americans how to invest and trade to help close the wealth gap.

In fact, as two professional traders who have active portfolios themselves and specialize in technical analysis with a systematic approach to trading any market, they are quite the team. Ernest brings the knowledge and experience acquired from his hedge fund manager mentor to the table. Meanwhile, Latoya's brings to the

table her background in Investment Banking at a top global bank. Ernest and Latoya work together to create, teach, and support all courses, resources, and community at The Profit Room. The mission and ultimate goal is to help people from all socioeconomic backgrounds learn how to trade and invest to be successful in all financial markets. It does not matter how young or old you are. It is never too early or late to learn how to master investing.

Clients of The Profit Room are taught how to both understand and invest in stocks, cryptocurrency, and futures independent of market fads, news, and trends. Members of the community have opportunities to mentor and be mentored. Latoya comments, "When I was able to replace my income trading, I partnered with Ernest to launch The Profit Room and it has been great working with savvy individuals from all



Ernest Curry and Latoya Smith, the founders of The Profit Room

over the world. Our global impact is incredible and I am happy to be a part of this movement."

For more details and/or to sign up, visit TheProfitRoom.com

About

The Profit Room is an education company that financially empowers people because they teach what "experts" do by taking control of their own financial situation. The knowledge and skillset that Ernest and Latoya provide to their clients enables them to be independent. Whether in a pandemic or an adverse event, the platform teaches students how to make money if the market is up or down.

Will Smith Wins Golden Globe Award

Will Smith was a big winner at The Hollywood Foreign Press Association's (HFPA) 2022 Golden Globe Awards session Sunday night, an event that was not televised or live-streamed, and the audience mainly limited to select HFPA members and philanthropy grantees.

The HFPA was exposed last year for alleged improprieties in its voting process and not having a single Black voting member.

The HFPA consists of journalists who cover Hollywood and the entertainment industry for outlets primarily outside the United States. On October 21, the HFPA added 21 new members to diversify its ranks — while keeping its previous membership intact.

Smith was voted Best Actor In a Drama for his lead role portraying Richard Williams, the man whose training turned his daughters Venus and Serena into world class tennis players, in "King Richard." Barry Jenkins "The Underground Railroad," an adaptation of the best selling novel by Colson Whitehead, won the Golden Globe for Best Limited Series.

"The Power of the Dog" was one of two films to get three wins, including Best Drama, Best Director for Jane Campion, and Best Supporting Actor for Kodi Smit-McPhee. "West Side Story" won Best Motion Picture – Musical or Comedy, plus Best Actress in a Motion Picture – Musical or Comedy for Rachel Zegler, and Best



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Supporting Actress for Ariana DeBose.

"Succession" led television entries with three wins: Best Drama Series, Best Actor in a Drama for Jeremy Strong, and Best Supporting Actress for Sarah Snook.

"Hacks" won Best Musical or Comedy Series and also Best Actress in a Musical or Comedy Series for Jean Smart. NBC declined to broadcast the awards due to the controversy over the HFPA's lack of diversity in its ranks.